

Connect2One[®] Connections

The Official Publication of Connect2One, The Buying Group that Works for You!

APRIL/MAY 2011

CAMEX 2011: It was a Great Time in Houston!

MARK PALMORE
EXECUTIVE DIRECTOR

Connect2One celebrated our 10th anniversary of co-locating our annual meeting with NACS at CAMEX 2011. It was a great success; I sincerely wish each of you could have been with us in Houston!

As has been the case for the past 10 years, the week at CAMEX begins with the Connect2One Education Day. Once again, it was an excellent educational and networking opportunity. The attendance exceeded 2010 in Orlando, and based on the comments we have heard from attendees, it was a great experience.

This year, for the first time, we offered an orientation session on Wednesday evening for new attendees and new members, but anyone could attend. During the session, we went over the structure of the C2O Education Day and other tools available for members. The response was very positive.

"The orientation was great," said Jessica O'Connor of The College Store at Potsdam at SUNY Potsdam. "It truly helped in my preparation before I hit the trade show floor. Thank you."

On Thursday, the C2O Education Day sessions were packed with information on the extensive vendor programs available to Connect2One members. If you have not been able to attend in the past and are able to join us in Salt Lake City, what you will see and hear is the total commitment all of us at Connect2One have to our membership. We as a team devote countless hours to making sure the programs are the best in the industry. And attendees agree.



Connect2One members follow along with the Supplies In-Depth Review session during the Connect2One Education Day on February 24 in Houston.

"I appreciate the research that is put into this session every year," commented Mary Sivertson of NDSU Bookstore at North Dakota State University.

"I'm brand new – I was so impressed with the color in the handouts, Paula's Picks and Michelle's Best Buys. This whole day was awesome," said Terri Rossbach of Century Bookstore at Century College.

As I stated earlier, it was a great CAMEX, but one member always seems to sum it up perfectly.

"Thank you for another great Connect2One day at CAMEX. What a great way to start the week!" said Heidi DiFranco of Pacer Shoppe at University of South Carolina - Aiken. "Keep up the good work. It is greatly appreciated."

Thanks again to those of you who were able to attend and participate at CAMEX 2011. We look forward to seeing as many of you as possible next year for CAMEX 2012 in Salt Lake City. Plan ahead, and budget to attend Connect2One Education starting Wednesday, February 29, with the New Attendee orientation and Welcome Reception, and continuing on Thursday, March 1, with the C2O Education Day sessions and events.

See you all in Salt Lake City!

Co-Location Wrap-Up In Brief

Congratulations to Doris Garner, bookstore manager at Halifax Community College Bookstore in Weldon, North Carolina. Doris won the \$500 "Tammy Lotzer Memorial Scholarship" to attend the 2012 Co-Location in Salt Lake City.

Congratulations also to Carol Nichols at Maryville University Bookstore in St. Louis, Missouri, winner of the Commit2Win \$500 Jerzees Free Product Drawing.

Members, are you interested in having copies of any of these Connect2One presentations from CAMEX?

- Paula's Picks
- Supplies In-Depth Review
- Gift and Souvenir In-Depth Review
- Apparel In-Depth Review
- There's More? You Bet!
- What's Hot

They are available for download on our ftp site. E-mail Katie Kelley Schmid at katie@connect2one.com for access to the password-protected site. These valuable resources are prepared to help buyers in promotion and assortment planning for the back-to-school season.

In addition, Connect2One's What's Hot for 2011 pre-recorded online presentation is available on the CAMEX site at www.camex.org/buyer/online/conference.aspx.

Be sure to check the Connect2One Facebook page to see a variety of photos from the Connect2One events at CAMEX. Not yet a fan? Go to facebook.com/connect2one and click "Like."

Connect2One
Come2Buy
CAMEX 2011 · Houston
Celebrating 10 Years of Co-Location

C20 Idea Exchange – Best Sellers from Member Stores

Our Idea Exchange is one of the most anticipated sessions held on our Connect2One Education Day at CAMEX. What could be better than to learn about proven best sellers from other college stores? Here are some of the highlights.



Champion Custom Products

Multiple locations are a huge trend in decoration, and this **Black Hood from Champion** features 3 locations:

1. Traditional tackle twill letters plus embroidery on the front.
2. Tackle twill letters in a vertical design on the back.
3. Additional embroidery on the hood.

The University Store at the University of Mount Union sold 124 pieces at \$42.99 in 3 months.

Mary Swartz, Director, University Store
University of Mount Union, Alliance, Ohio



Russell Athletic

Here's a great way to promote **Russell Athletic** branded product and take advantage of our fantastic **Commit2Win** program with **Russell & Jerzees**.

The Forty Niner Shops at Cal State - Long Beach offered a **FREE** pair of **Jerzees Sweatpants** with the purchase of any **Russell Sweatshirt**. What a great deal! The store has

given away over 400 sweatpants in about four weeks. It averages out to about a 15 percent discount.

And you know how customers like **FREE Stuff!**

Kristin Bonetati, Clothing & Gift Buyer, Forty Niner Shops
Cal State University - Long Beach, Long Beach, California



C2F, Inc.

What are **Buckyballs**?

Featured in top magazines such as *Rolling Stone*, *People*, *Maxim* and *Esquire*, each Buckyballs cube contains 216 powerful Rare Earth magnetic balls that can be shaped, molded, torn apart and snapped together in **UNLIMITED WAYS**.

Mash them for stress-relief, mold them for fun, make sculptures and shapes, stick stuff to the fridge, invent a new game or learn Buckyballs tricks. Each magnet ball is packed with infinite possibility – it's no wonder Buckyballs are now The World's Best Selling Desktop Toy – trying to find something more useful is useless!

Kathy Yates, Merchandise Manager
U.N.O. Bookstore
University of Nebraska - Omaha
Omaha, Nebraska

Jane Lessard, Arts & Supplies Manager
NDSU Bookstore
North Dakota State University
Fargo, North Dakota



JanSport and Third Street Sportswear

The UCSB Bookstore at UC Santa Barbara has these 2 best sellers:

1. The store has sold over 600 pieces of the **E-Zee ¼ Zip from JanSport** at \$52.99 with tackle twill letters. It's become a basic!

2. Another best seller, this one for kids, is the **Snap Front Baseball Jacket from Third Street Sportswear**. The store consistently sells 24 pieces at \$34.99 every month.

Carol Cox, Emblematic Buyer
UCSB Bookstore
University of California - Santa Barbara
Santa Barbara, California



Spirit Products

These best sellers from **Spirit Products** are a hit everywhere including Iowa Western Community College:

1. **TRI139 On The Go Tumbler** (left) - retails at \$9.99
2. **TR076 Travel Time Tumbler** (below) - retails at \$6.99

The bookstore and school cafeteria moved into a new student union building last May.

The cafeteria decided to "go green" and not offer any drinks to go, thus using no Styrofoam cups. That gave the bookstore an idea! When customers use either of these tumblers at the cafeteria they get a reduced price on drinks – only 50¢ for coffee or tea and \$1 for juice, milk and cappuccino. The bookstore has sold almost 1,000 of each, and it's a great partnership with another department on campus!

Lindsay Brown
General Merchandise Specialist
Iowa Western College Store
Iowa Western Community College
Council Bluffs, Iowa





Cotton Exchange and Legacy Athletic

Did you know that Dr. Seuss has a connection to the University of California - San Diego? Theodor Seuss Geisel, commonly known as Dr. Seuss, resided for many years in LaJolla, California, home of the university. The Dr. Seuss Collection of original manuscripts, drawings and letters is housed on campus at the Geisel Library.

The UCSD Bookstore always keeps Dr. Seuss items on

display. Here are 3 of the store's best selling items:

1. This **Dr. Seuss Ladies Tee** from **Cotton Exchange** retails at \$21.95 and is a best seller.
2. This **Cat In A Hat infant bodysuit** that retails for \$20.95, also from **Cotton Exchange**, is a best seller in the infant and toddler category.



3. And this extra cute **Dr. Seuss cap** from **Legacy Athletic** that retails at \$18.95 is a best-selling children's hat.

*Toni Channels, Buyer
UCSD Bookstore
University of California - San Diego
LaJolla, California*



Lenny & Larry's

If it's good for you, it can't taste good unless it's a **Vegan Complete Cookie** from **Lenny & Larry's**.

These cookies contain no animal products, no dairy products and no preservatives.

1. These all-natural cookies contain 15 grams of protein, 5 grams of fiber and 0 grams of trans fat.
2. Our "quality control" taste test confirmed they taste great!
3. They sell all day long at \$2.50!

*Josh Lowe, Merchandise Buyer
Chaffey College Bookstore, Chaffey College
Rancho Cucamonga, California*



A full recap of the Idea Exchange is available. Visit www.connect2one.com and click on the Idea Exchange link.



ICS Celebrates 20th Anniversary and Rep of the Year

International Collegiate Sales, better known as ICS, celebrates its 20th Anniversary this year. Befitting this landmark achievement, the ICS annual meeting was held the first week of January

at the beautiful Waldorf Astoria in Orlando, Florida. Dave Oldershaw, CEO; Charlie Hague, president; Dave MacFayden, VP; and the 18 sales reps nationwide have dedicated their services exclusively to college bookstores, representing some of the largest manufacturers in the industry. Connect2One Vendor Partners represented by ICS include Roaring Spring Paper Products, Samsill, Mundi-Westport, Rediform, Southworth, Miquel-Rius USA, Room It Up and Ogio.

The celebration continued at CAMEX where Tom Washburn, ICS sales rep serving Iowa, Kansas, Nebraska and Missouri, was awarded ICS 2010 Rep of the Year. Tom began his career in the industry as a student working at the bookstore at Western Kentucky University; after graduation, he was the WKU Bookstore supply buyer. After a stint with Dennison National, Tom joined ICS in 1993.

Tom and his wife, Rae Ann, make their home in Kansas City, Missouri. With daughter, Delaney, a freshman at University of Central Missouri and son, Ryan, finishing his senior year in high

school (and headed to University of Missouri), Tom has plenty of at-home experience to go with his 25+ years in the channel that he describes as a "labor of love."

Congratulations!



ICS celebrates 20th Anniversary and Sales Rep of the Year, Tom Washburn (top right).



Connec
 ★ **CELEB**
TEN YEARS
COLO
CATION
WITH
CAMEX

2011 HOU
 2010 ORL
 2009 ANA
 2008 SA
 2007 ORL



George R. Brown Convention Center



2011



Picks



at 2One®
BRATING ★

STON	2006 HOUSTON
ANDO	2005 NEW ORLEANS
HEIM	2004 SAN ANTONIO
ANTONIO	2003 ST. LOUIS
ANDO	2002 LOS ANGELES



Education Day



February 24



Best Buys



Houston





1 **Monster® Beats™ by Dr. Dre™ Beatbox™ iPod® Dock, MC132715.** Beatbox™ unleashes the driving bass, lush mid-range and soaring highs of a multi-speaker club system in one amazingly compact and portable box. **SRP \$499.95**



2 **HP Photosmart C410A Premium All-in-One, HPPSC410A.** Perfect for the busy lifestyle of a college student. The C410A can fax, scan and copy unattended, handle 2-sided documents and print lab-quality photos. It features memory card slots for utmost convenience. **SRP \$299.99**



3 **Microsoft® Windows® 7 Home Premium Edition, MSCD88341WI.** This software suite lets users customize their PC with themes and photos and enjoy entertainment anywhere, plus they can stream music and videos from a home PC to a laptop. **SRP \$199.99**



4 **Bitdefender Antivirus 2011 Pro, BDCD01083WI.** It starts working and keeps working around the clock, continuously protecting privacy and defending the digital world. **SRP \$29.95**



5 **Lenovo IdeaCentre A310 All-in-One PC, 40732EU.** At only 0.75" thin, this sleek all-in-one features the newest and speediest multi-core processors, advanced disc storage, a high-sensitivity camera, eye care software and much more. **SRP \$899.99**



6 **Haier 700-watt Microwave, MWM0701TW.** The perfect fit for any dorm room or apartment. With 10 power levels, this microwave can do it all, no matter what's for dinner. **SRP \$69.99**



7 **Honeywell Presentation Pointer, PPRF.** This cordless presenter is small enough to fit in the presenter's palm and gives the presenter the freedom to move around the room. **SRP \$89.99**



8 **Casio PRIZM™ Graphing Calculator, FXCG10LIH.** Discover through PRIZM. This graphing calculator makes it fun and easy to learn and features a high resolution LCD, full textbook display and the world's first picture plot function. **SRP \$129.99**



9 **Pure Orange customizable flash drive.** These drives can be branded with collegiate logos, colors and lanyards. The software can be pre-loaded and includes branded packaging with a provided UPC code. **Call your D&H rep for details.**



10 **Belkin 8-Outlet Conserve Surge Suppressor, CNS08T06.** Designed to save energy by turning off some of its outlets at night, it features two outlets that will always remain powered and six outlets that will switch off at the end of the day. It's perfect for conserving energy and protecting electronics from power surges. **SRP \$59.99**

*For prices and additional details, contact your D&H Distributing representative at 800-340-1003.



C2O's Lori Cano presents the Connection Award to Chaffey College Bookstore's Jaime Recinos and Josh Lowe.



C2O's Ellen Broughton presents the Connection Award to University Book Exchange's Yvonne Perry, Melinda Perry, Chad Thompson and Dylan Shepherd.



C2O's Lori Cano presents the Connection Award to UC Davis Bookstore's Rita Meitner and Jean Aguirre.

2011 Connection Awards

Connect2One proudly recognizes the following member stores for outstanding participation in 2010 programs. Thank you from the Vendor Partners and Connect2One! Please join us in congratulating these members.

Forty Niner Shops

California State University -
Long Beach
Long Beach, CA
Fred Neely, Director/Manager

Village Commons Bookstore

Serving
Northern Illinois University
DeKalb, IL
Jody Boardman, Director

Illini Union Bookstore

University of Illinois
at Urbana Champaign
Champaign, IL
Brad Bridges, Director

Iowa State University Book Store

Iowa State University
Ames, IA
Rita Phillips, Director

UMD Bookstores

University of Minnesota -
Duluth
Duluth, MN
Jeff Romano, Director

Colgate Bookstore

Colgate University
Hamilton, NY
Vicky Brondum, Director

UC Davis Bookstore

University of California - Davis
Davis, CA
Chuck Kratochvil, Director

Kennedy Book Store, Inc.

Serving University of Kentucky
Lexington, KY
Carol Behr, Director

University Store

Murray State University
Murray, KY
Karol Hardison, Director

Mars Hill College Bookstore

Mars Hill College
Mars Hill, NC
Darryl Norton, Director

Dixie State College Bookstore

Dixie State College of Utah
St. George, UT
Randy Judd, Director

B-W Bookstore

Baldwin-Wallace College
Berea, OH
George Schiller
Dir. Bookstore Operations

Harper College Bookstore

William Rainey Harper College
Palatine, IL
Craig Ferengul
Assistant Mgr., Merchandise

USD Torero Store

University of San Diego
San Diego, CA
Kathy Missell
Bookstore Director

University Book Exchange

Serving East Carolina University
Greenville, NC
Yvonne Perry
Operations Manager

Old Post Bookstore

Vincennes University
Vincennes, IN
Ronald Kotter
Bookstore Manager

Chaffey College Bookstore

Chaffey College
Rancho Cucamonga, CA
Jared Ceja
Director Auxiliary Services

Northern Oklahoma College Bookstore

Northern Oklahoma College
Tonkawa, OK
Jimilea Jansson
Bookstore Manager

Rose-Hulman Bookstore

Rose-Hulman
Institute of Technology
Terre Haute, IN
Sheryl Fulk
Bookstore Manager

See more photos of winners in the 2011 Connection Award Winners album on the Connect2One Facebook page, facebook.com/connect2one.



Freight Tip of the Month: Extra Insurance Coverage

If your shipment has some value to it, be sure to ask about the carrier's liability limits. All carriers are required to carry a minimum amount of insurance, but you may want to purchase

additional coverage from a third party. When in doubt, put insurance on your shipment. The peace of mind and protection that it provides will justify the extra expense.

This tip is brought to you by C2O's preferred shipping partner Group Transportation Services (GTS). For more information or to enroll, e-mail c2o@onestopshipping.com.

Welcome!

Join us in welcoming the following new Connect2One members!

Lovett Campus Store

The Lovett School
Atlanta, GA
Quincy Waidelich, Campus Store Mgr.
qwaidelich@lovett.org

The Roar Store

St. Pius X Catholic High School
Atlanta, GA
Sally King, Bookstore Manager
sking@spx.org

Titan Spirit Zone

Blessed Trinity Catholic High School
Roswell, GA
Monica Chambers, Bookstore Manager
mchambers@btccatholic.org

Catholic High School Bookstore

Catholic High School
Baton Rouge, LA
Pinney Johnson, Bookstore Manager
pjohnson@catholichigh.org

The Cougar Shop

Collegiate School
Richmond, VA
Jessica Morrall, Bookstore Manager
jessica_morrall@collegiate-va.org

Jackson Academy Campus Store

Jackson Academy
Jackson, MS
Byron Edgecombe, Bookstore Manager
store@jacksonacademy.org

University Bookstore

University of Maine
Orono, ME
Richard Young
Auxiliary Director Operations
ryoung@umerl.maine.edu

Owens CC Bookstore

Owens Community College - Toledo
Toledo, OH
David Wahr, Director
david_wahr@owens.edu

Owens CC Bookstore

Owens Community College - Findlay
Findlay, OH
Jennifer Artressia, Bookstore Manager
jennifer_artressia@owens.edu

Cape Fear CC Bookstore - North Campus

Cape Fear Community College - North Campus
Castle Hayne, NC
Dale Brown, Bookstore Manager
dbrown@cfcc.edu

Metropolitan CC Bookstore - Blue River

Metropolitan Community College - Blue River
Independence, MO
Nita Isenhour, Bookstore Manager
nita.isenhour@mccck.edu



Lori Cano explains the benefits of membership to our new high school members.

North Mankato Campus Bookstore

South Central College - Mankato
North Mankato, MN
Erin Kuiper
College Bookstore Supervisor
erin.kuiper@southcentral.edu

Faribault Campus Bookstore

South Central College - Faribault
Faribault, MN
Erin Kuiper, College Store Supervisor
erin.kuiper@southcentral.edu

University Store

Millersville University
Millersville, PA
Audrey Herr, Bookstore Manager
aherr@ssi.millersville.edu

Kirkwood CC Bookstore

Kirkwood Community College - Iowa City
Iowa City, IA
Nathan Wolter, Bookstore Supervisor
nathan.wolter@kirkwood.edu

CLC Bookstore - Staples

Central Lakes College - Staples
Staples, MN
Kay Mueller, Bookstore Manager
kmueller@clcmn.edu

Mat-Su College Bookstore

Matanuska-Susitna College - University of Alaska Anchorage
Palmer, AK
Maggie Boman, Accounting Supervisor
mboman@matsu.alaska.edu

Three Rivers College Bookstore

Three Rivers College
Poplar Bluff, MO
Bob Jansen, Bookstore Manager
rjansen@trcc.edu

TAMUG Bookstore

Texas A&M University - Galveston
Galveston, TX
Rita Widder, Director
widderr@tamug.edu

Bellevue College Bookstore

Bellevue College
Bellevue, WA
Kristen Connely, Director
kconnely@bellevuecollege.edu

Guelph Campus Co-op Bookstore

University of Guelph Campus
Guelph, ON
Debra McKay, Bookstore Manager
debra@guelphcampus.coop

Connect2One®

An Alliance of Independent College Bookstores

A division of  Nebraska Book Company

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